

## Abstract

**Objective:** The objectives of this research are to investigate and determine what makes customers dislike personalized advertising in Jakarta by using telemarketing and SMS media and to know which variables make customers avoid and skeptic on personalized advertising in Jakarta

**Method:** The author use convenience sampling and distributed 120 questionnaires to qualified respondents who had received telemarketing or SMS personalized advertising. The research used multiple regressions to analyze and confirm relationships of variables of the conceptual model.

**Results:** Resulting in 100 useable data, the paper results that Ad Skepticism, Privacy Concern, Ad Irritation and Perceived Personalization are influencing customer Ad Avoidance. Moreover, the Privacy Concern, Ad Irritation and Perceived Personalization also affect customer Ad Skepticism.

**Conclusions:** For telemarketing, Ad Skepticism has the most positive and significant impact on telemarketing Ad Avoidance followed by Ad Irritation and Privacy Concern. In telemarketing Ad Skepticism, the most important variable is Ad Irritation, followed by Privacy Concern. For SMS, Ad Skepticism has the most positive and significant impact on Ad Avoidance followed by Ad Irritation and Privacy Concern. For SMS Ad Skepticism, the most important variable is Privacy Concern followed by Ad Irritation.

**Keywords:** Ad Avoidance, Ad Skepticism, Privacy Concerns, Ad Irritation, Perceived Personalization, telemarketing, SMS, personalized advertising.